Public Health Key Messages

Key messages are the main points you want to convey to your various audiences. Audiences can better process the information if it is repeated frequently and the information is concise and brief. Research shows that target audiences must hear a message at least three to four times before they will take action.

The purpose of having an event is to promote the Public Health Identity Platform, **"always working for a safer and healthier Washington,"** and educate the public about the value of public health and, in turn, your agency to the community. The three key themes that support the identity platform are:
1. **Essential programs for improving health**
2. **Information that works**
3. **Protecting you and your family every day**

Your key messages should be consistent with not only the event's goals and objectives, but also promote the public health branding and be presented to the target audience in a manner that will appeal to them. All materials should contain the same key messages, although that does not necessarily mean saying the exact same thing every time. It is acceptable to use different language to make the same point.

Different audiences respond to different messages. The chart on the following page shows the various target audiences and what information and themes are important to them (based on the research). This chart will help you develop messages that will most effectively support the overarching theme of how public health agencies are **"always working for a safer and healthier Washington."**

Additional information on public health key messages and how to best use them is available on the PHIP website, http://ww2.doh.wa.gov/phip/.

Identity Messages by Target Audience At-A-Glance			
TARGET AUDIENCES	**IDENTITY SUB-THEMES AND MESSAGES BY TARGET AUDIENCE** (Shaded cells are priority messages for that specific audience)		
	Essential programs for improving health (Improving Health)	**Information that works (Information)**	**Protecting you and your family every day (Safety/Security)**
General Public (Key Idea – you are safer and healthier)	Making your community a healthy place to live, work and play	Trusted information for healthy communities and healthy choices	Public health programs, working to protect you and your family every day
Business community (Key Idea – investments that work and local community)	Public health agencies –an investment that works for better health solutions	Public health agencies – objective information for making healthy choices at home, work and play	Public health programs – investments that protect your community's health and safety every day
Policy makers – Elected Officials (Key Idea - essential for their local constituencies)	State and local public health departments – an essential network for a safer and healthier Washington	State and local public health departments – science-based information for essential health decisions	Public health programs – essential investments for helping communities meet their health needs
Media (Key Idea – reliable resources)	State and local public health departments – science-based programs from experts who know your community	State and local public health departments – reliable resources for essential health information	A statewide network of health professionals working every day for safer and healthier communities
Partners (Key Idea – essential resources and networks)	A network of programs and people essential for improving health	Reliable information for better health programs	Public health professionals working together every day for community health
PH workforce (Key Idea – essential and effective people and programs)	Making Washington a healthier place to live, work and play	A reliable source for statewide health and safety information	Public health programs and professionals – protecting you and your family every day

Tip: Key messages should be used consistently throughout the event in all materials, talking points, displays, invitations and news releases.